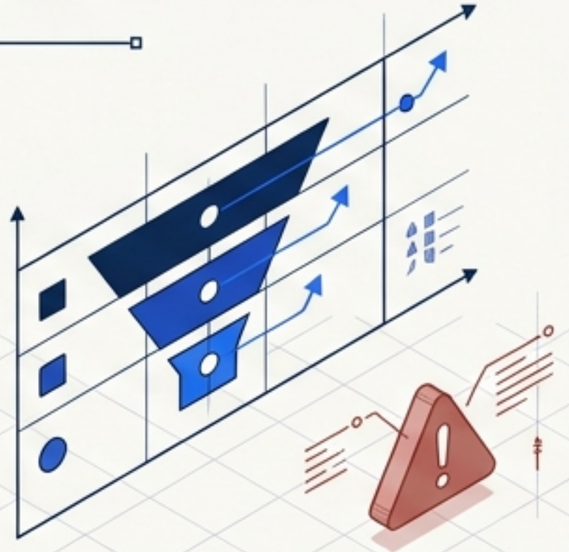
Engineering Mobile Growth

A highly calibrated App Store Optimization framework for the US & Canada.



Aadi IT Services | ISO 9001:2015 | ISO/IEC 27001:2022 | CMMI Level 3 Certified

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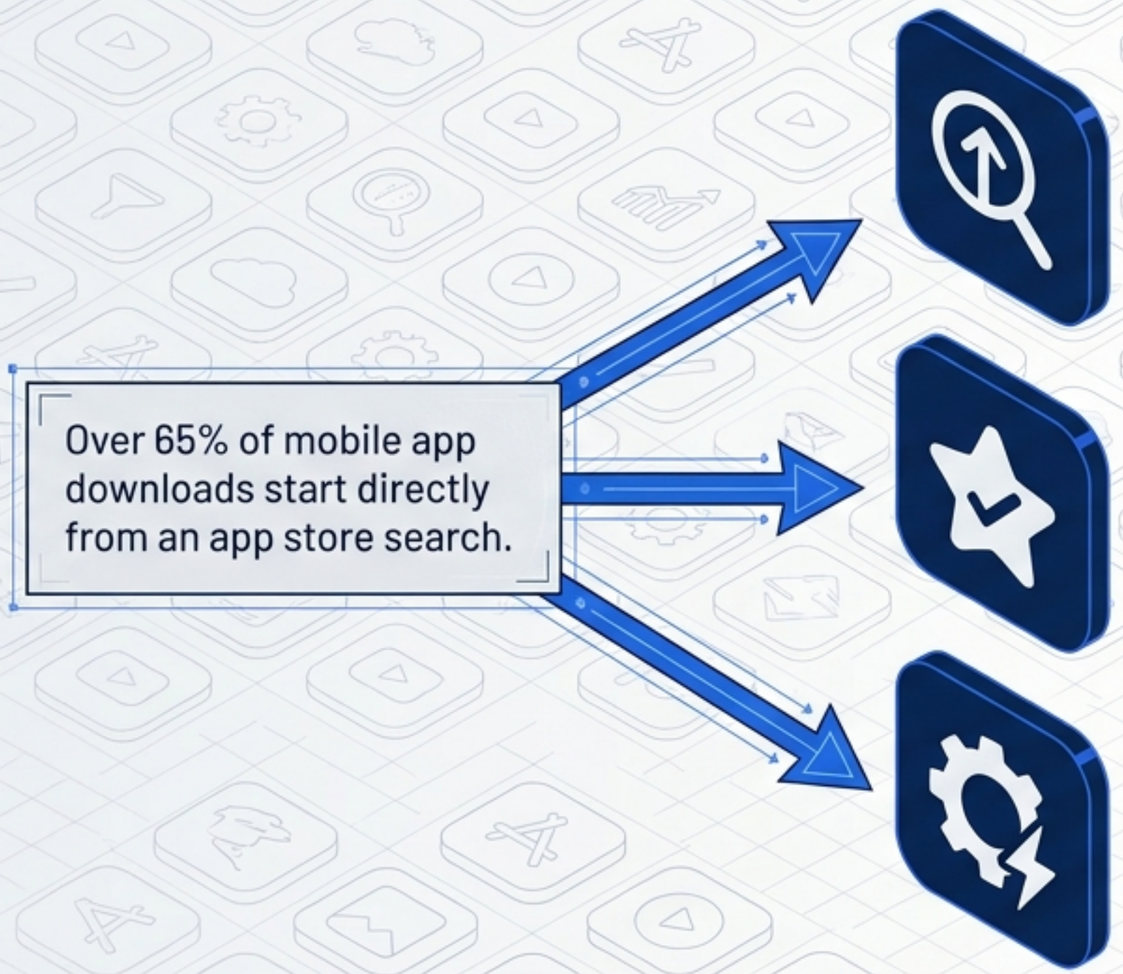
Even the most advanced products remain invisible without a strategic acquisition engine.

If your application does not rank in the top 3 positions for high-intent, functional keywords, competitors are capturing your market share and revenue. ⚠

Launching the app is only half the battle.

Over 65% of mobile app downloads start directly from an app store search.



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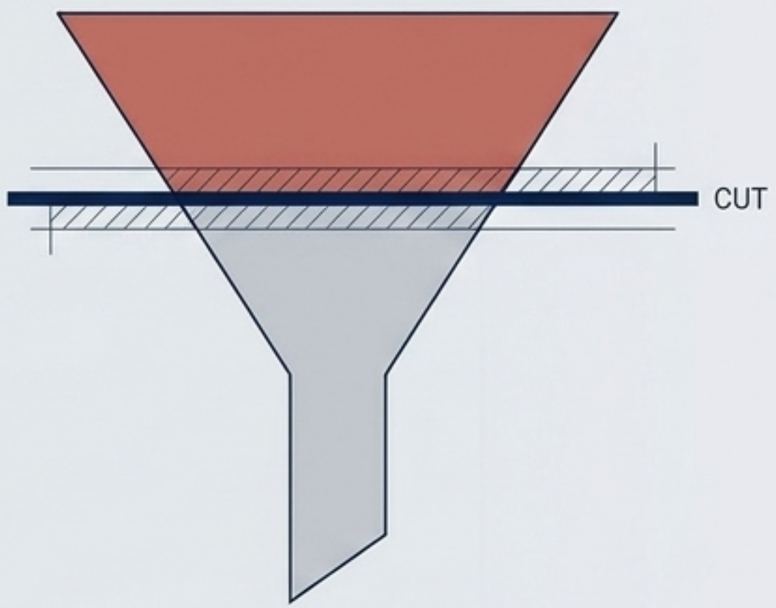
The shift from rented ad traffic to owned organic equity.

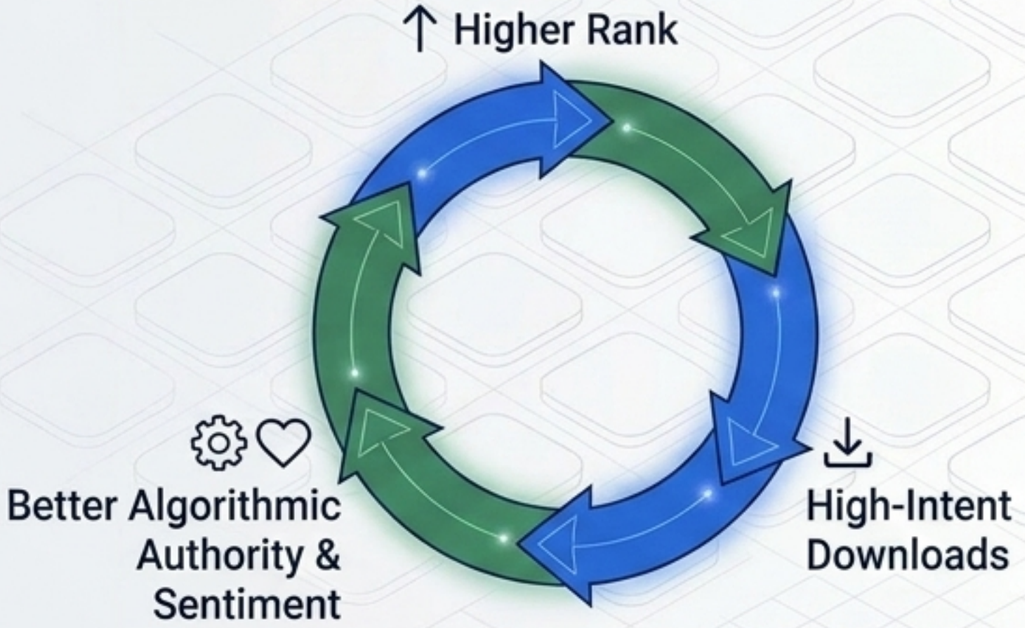
The Ad Burn



Relying exclusively on paid channels (Apple Search Ads, Meta, Google App Campaigns) creates artificial growth.

The moment ad spend stops, user acquisition crashes.

The Compounding Flywheel



ASO optimizes conversion rates (CVR), instantly lowering Cost Per Install (CPI) across all channels.

Captures high-intent users actively searching for solutions (e.g., "HIPAA telehealth app"), who convert into paying customers at significantly higher rates.

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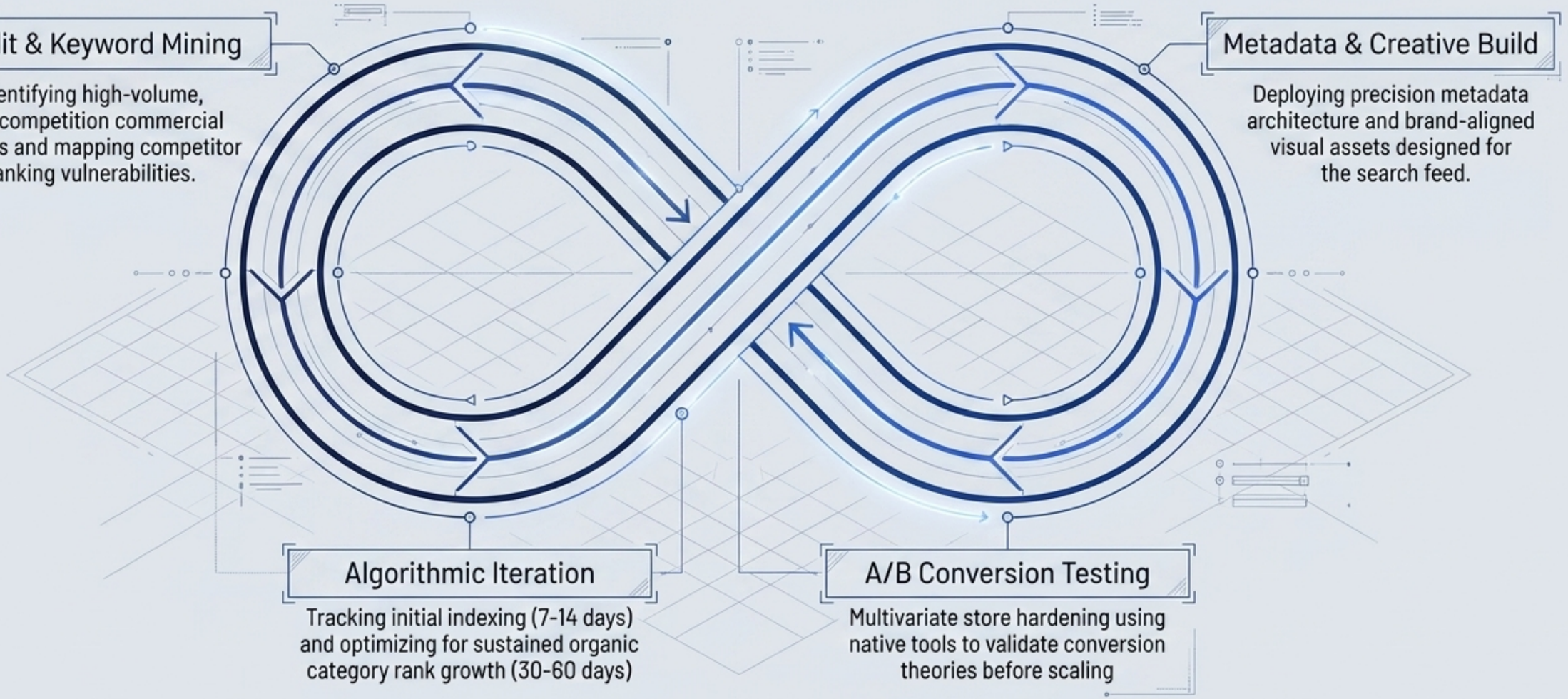
The Full-Stack ASO Architecture


Audit & Keyword Mining
Identifying high-volume, low-competition commercial queries and mapping competitor ranking vulnerabilities.
Metadata & Creative Build
Deploying precision metadata architecture and brand-aligned visual assets designed for the search feed.
Algorithmic Iteration
Tracking initial indexing (7-14 days) and optimizing for sustained organic category rank growth (30-60 days)
A/B Conversion Testing
Multivariate store hardening using native tools to validate conversion theories before scaling

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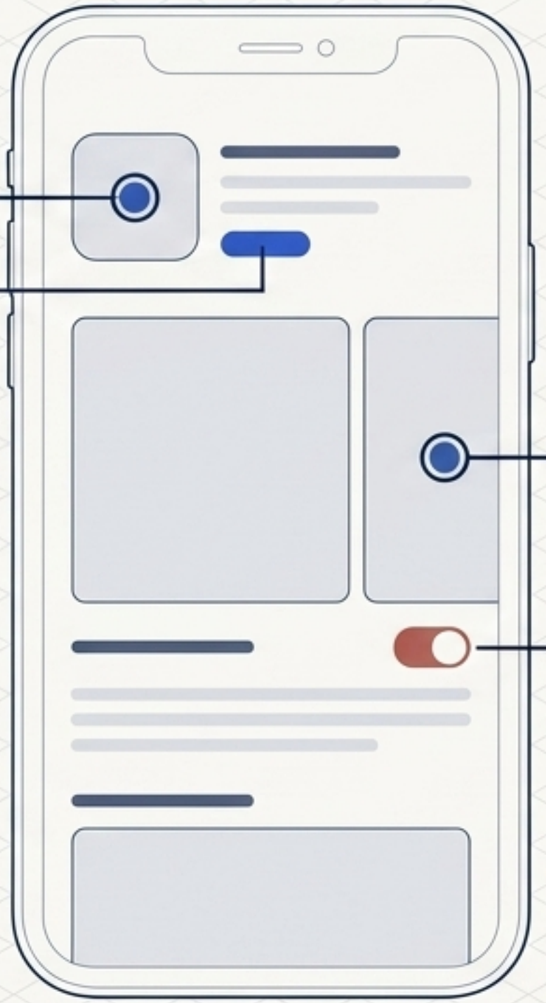
The anatomy of a high-converting listing

App Icon

Distinctive, brand-aligned iconography designed to break visual patterns in crowded search feeds.

Title & Subtitle

30-character limits. Precision integration of primary commercial keywords.



App Preview Videos & Screenshots

Short-form demonstration workflows that highlight core value within seconds.

Continuous Testing

Utilizing Apple Product Page Optimization & Google Play Store Listing Experiments to achieve 20% to 50% conversion rate lifts.

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The Dual-Algorithm Strategy

	Apple App Store	Google Play Store
Indexing Engine	Relies on explicit metadata fields and conversion velocity.	Crawls like a traditional search engine using Natural Language Processing (NLP) and contextual relevance.
Character Architecture	Title (30), Subtitle (30), Hidden Keyword Fields (100).	Title (30), Short Description (80), Long Description (4,000).
Conversion Levers	Custom Product Pages (CPP) – Up to 35 unique versions linked to specific campaigns/Search Ads.	Custom Store Listings (CSL) – Regional and user-state pages optimized for specific geographic markets.

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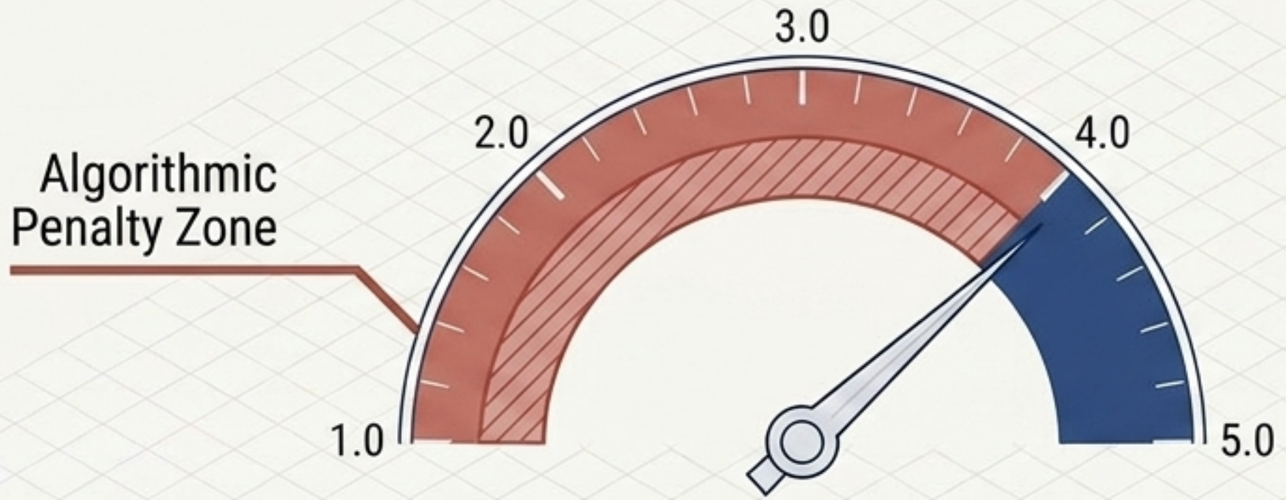
Sentiment Engineering & The 4.0 Threshold



Star ratings directly dictate search rankings. Apps rated below 4.0 stars face severe algorithmic penalties and drastically lower visitor conversions.

In-App Prompt Optimization

Implementing timed rating triggers precisely at moments of high user satisfaction.

Feedback Extraction

Analyzing sentiment to uncover feature requests, UI friction points, and bug reports.

Response Operations

Managing user replies to resolve complaints, rebuild trust, and reverse negative ratings before they impact indexing.

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Multi-Market Localization Architecture

Precision metadata localization built for distinct user behaviors across North America.

United States Node

- Primary US English optimization.
- Paired with Spanish (US / Latin America) secondary locale optimization to capture bilingual mobile market share.

Canada Node

- Complete dual-optimization for English (Canada) listings.
- Dedicated French (Canada / Quebec) listing architecture to maximize regional penetration.

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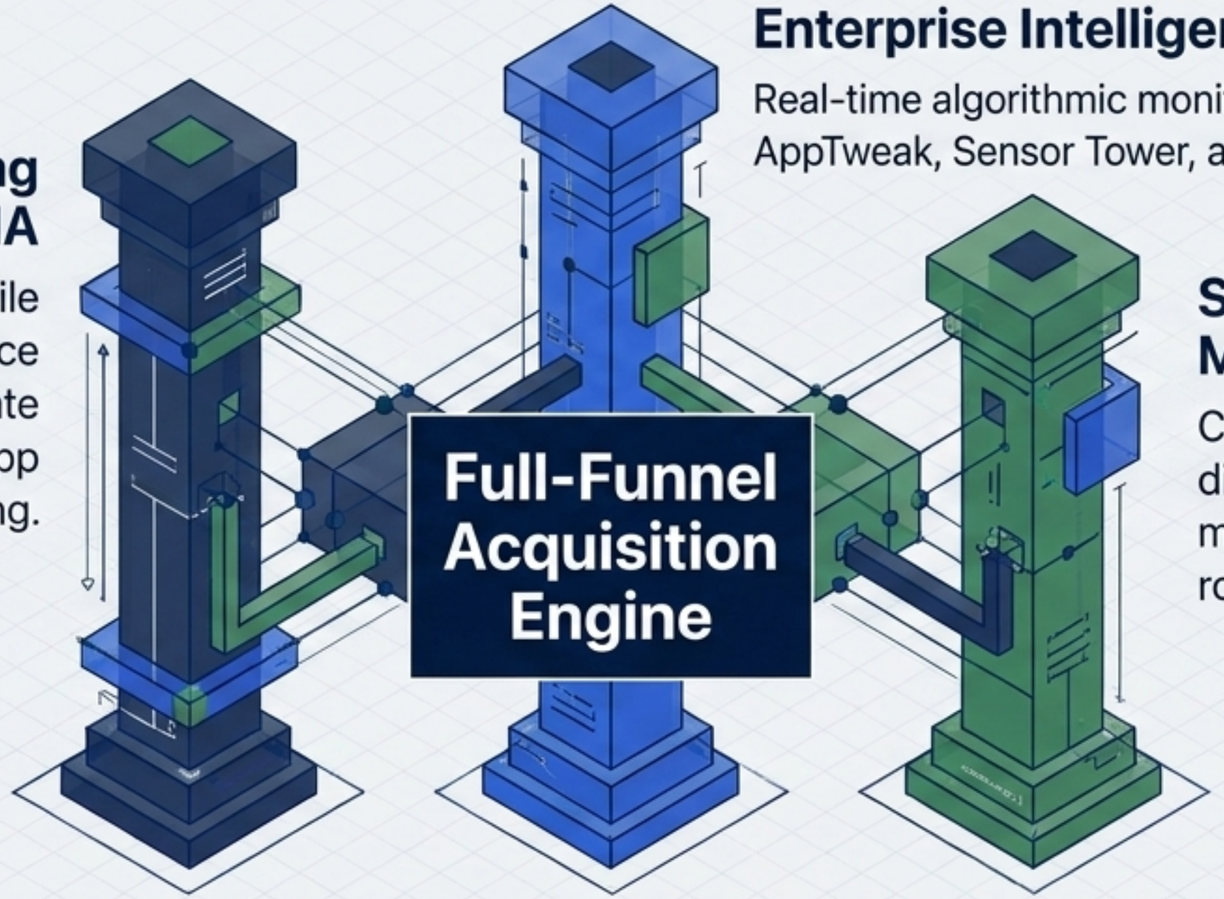
The Engineering-Led Advantage

Software Engineering DNA

Deep understanding of mobile SDKs, performance benchmarks, crash-rate thresholds, and in-app analytics tracking.



Enterprise Intelligence Stack

Real-time algorithmic monitoring using AppTweak, Sensor Tower, and Mobile Action.

Strategic ASO Methodology

Connecting app store search directly to web SEO, paid media, and custom software roadmaps.

ASO is **not a marketing chore**; it is an **engineering discipline.** When optimized systematically, it becomes your **most formidable competitive weapon.**

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Certified precision for your mobile growth.

Your growth partner in technology. We don’t just build **software** — we build capability, **confidence, and competitive advantage.** Stop losing potential users to **competitors with lower-qu**ality apps that simply **rank better.**

Initiate Discovery Call & Claim Free ASO Audit

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